



### **FOR IMMEDIATE RELEASE**

**Contact:**

Alexander Barton  
847-720-4495  
alexander@bartonchicago.com

## **ICE USA and InPrint USA Announce Strong Registration Numbers for Upcoming 2017 Shows**

**Chicago, IL, March 30, 2017** – Registration numbers are very strong for ICE USA, the International Converting Exhibition, and InPrint USA, the Industrial Print Show, with only four weeks left before the co-located shows will be held at the Orange County Convention Center in Orlando, FL, April 25 – 27, 2017.

ICE USA 2017, marking its fourth edition in the Americas, is North America's leading converting exhibition, bringing over 250 exhibitors together with thousands of packaging, paper, non-woven and self-adhesive industry professionals. Manufacturers will showcase their latest equipment and technology from all key areas of converting like web coating, laminating, slitting, rewinding, coating, pouch making and many more.

The InPrint USA show comes to the U.S. for the first time, focusing on connecting manufacturers who use print as a key component of the manufacturing process with leading brands in the fields of industrial specialty, screen, digital, inkjet and 3D technology print solutions. The broad ranging conference program at InPrint USA will feature top industry experts offering their insights in three key areas – Functional, Decorative and Packaging print.

“For ICE USA, our registration numbers are tracking ahead of previous shows and we have exceeded our forecast for attendees for InPrint USA,” said Melissa Magestro, Executive Vice President of Mack Books Exhibitions Inc. “We were very excited about co-locating the two shows so we focused on some key strategic initiatives to expand show attendance. We developed really strong technical, educational sessions for both shows for all levels of experience. We reached out to Latin American packaging and converting associations and have received strong support from them expanding the show's reach and awareness in the region. Finally, we provided marketing support to exhibitors who have taken a strong lead on inviting their customers.”

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(ICE USA and InPrint USA – continued)

Attendees for ICE USA and InPrint USA can still take advantage of Early Bird registration until April 1st, saving 30% off of exhibit hall entry pricing. In addition, registration for either ICE USA or InPrint USA grants FREE admission to both shows.

For more information on ICE USA, to see the full Conference schedule, or to register for the show, visit [www.ice-x-usa.com](http://www.ice-x-usa.com) or contact Mack Brooks Exhibitions Inc. at 866-899-4728.

For InPrint USA, please visit [www.inprintshow.com/usa/](http://www.inprintshow.com/usa/) or contact Mack Brooks Exhibitions at +1 312-868-0194.

Engineered Printing Solutions ([www.epsvt.com](http://www.epsvt.com)) is a Platinum Sponsor of InPrint USA.

### **About Mack Brooks**

ICE USA and InPrint USA are organized by Mack Brooks Inc., a subsidiary of the Mack Brooks Exhibition Group based in St. Albans, UK, which has branches and partner companies in France, Greece, Italy, Poland, Russia, India, China and the USA. The Mack Brooks Exhibitions Group has been organizing industrial trade fairs around the world for almost 50 years. As a privately-owned, independent and professional show organizer, the company organizes a program of highly specialized trade exhibitions throughout Europe, Asia and the Americas, in the fields of engineering, transport, metalworking, information technology, textiles, food and beverages, railways, construction, tunneling, printing, converting, airport management and aviation. The Group also publishes related directories, magazines, sector reports and Internet sites. Visit Mack Brooks Exhibitions online at [www.mackbrooks.com](http://www.mackbrooks.com).

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